from the desk of

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WOI • AM • FM • TV IOWA STATE COLLEGE

M E M O R A N D U M

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Currently WOI-TV produces an average of 60 programs per week in its own studios, most of which are broadcast, a few of which are recorded on "closed circuit" for later broadcast. All of these programs are of an educational or public service type developed with a serious purpose and intended to have informational or cultural value for Iowa people.

WOI-TV's service area now includes at least 135,000 home TV receivers. Our average morning audience is 75,000 - 100,000 including about 25,000 classroom pupils who regularly view Iowa TV Schooltime. Our afternoon audience averages 100,000 - 250,000. In the evening the audience averages 300,000 - 450,000.

For your information I am attaching a list of current studio productions with brief descriptions of each. Some of these program series have been on the air continuously for almost two years and have become prototypes for similar educational TV productions in many parts of the country.

The station is constantly developing new program ideas, expanding within limits of its staff and facilities its educational service to the people of central Iowa.

In-School Viewing

Iowa TV Schooltime

This Land of Ours, Grades 4-5-6 (half-hour)----------Monday

This nine-week program series traces the growth of the United States and will supplement social studies in the local schoolroom. Geography and history are combined in the programs. Two instructors appear on alternate weeks.

The World We Live In, Grades 7-8-9 (half-hour)-------Tuesday

This program series is an attempt to develop international understanding in the junior high school student. Time, geographical placement and each country's contributions to the world in the areas of cultural and material imports considered during the series. Young people from the countries to be studied appear on the programs from time to time.

Guideposts, High School (half-hour)----------Wednesday

Problems in counseling and guidance for high school students are outlined. Areas included are leisure time activities, personality, human emotions and how to understand them, parent-child conflicts, health, understanding of sex, honesty, and economic planning.

Let's Explore Science, Grades 5-6 (half-hour)--------Thursday

Resources of the nation form the basis for this series. Four instructors alternate their appearances for the program. On this, as on the other programs in the TV Schooltime series, children from the suggested grade levels take part in the studio demonstrations. Included in the study areas are soil, water, water supply and control, trees and wood, animals and human resources.

Adventures in Art, Grades 7-8 (half-hour)----------Friday

Art experience in three dimensions are being developed this quarter. Carving, wire and metal construction, ceramics, stuffed toys, wood and model constructions will all be considered during the programs. The art instructors believe that seventh and eighth grade youngsters tend to be more creative in three dimensions than in two, and to encourage this creativeness, have developed nine-week series of art lessons dealing with three-dimensional activities.

News

Morning News---(5 min.)----------Monday through Friday

Five minutes of the latest news and a weather forecast make up this daily news feature. Few visuals used in this short news program.

Noon News---(15 min.)----------Monday through Friday

Fifteen minutes of news, incorporating films, still pictures and other supplementary visual aids are used here. Dan Wozniak is features news reporter on the Morning and Noon News. Interviews are used on the noon program when they can lend additional emphasis to news events.

Reporters World Digest---(15 min.)--------Monday through Friday

This fifteen-minute newscast is an attempt to provide improvement upon the ordinary news format. Fewer stories are selected, and the background of the news is reported in more detail. One news editor and one of the two reporters who have made special studies of specific news events appear on each program.

Iowa News Conference on Capital Hill---(half-hour)---Thursday

A weekly program designed to inform Iowans of all sides of legislative issues. Iowa News Conference features an Iowa official or a person who has a direct concern in legislative matters as a guest. A rotating panel of Iowa newsmen sit in on each conference to question the guest about his particular field. Show is moderated by WOI-TV's news director.

Children's Programs

Magic Window---(15 min.)---------- Monday through Friday

Designed for pre-school children, Magic Window stimulates creative activity in youngsters. The "how to do it" aspect is dramatized on the program, including "how to write a story" "how to draw pictures", "how to care for pets" and similar children's activities. Make-believe is carefully distinguished from reality during this program.

Talent Audition, Guest Appearances

Twelve O'Clock Whistle (15 min.)----------Monday through Friday

This program is staffed by volunteer members from station departments. A group of staff members have formed a musical combo and guests from surrounding high schools and colleges are used on the show. Public service campaigns are publicized during the program. It is an informal show with a high viewer-ship which serves a necessary function in TV programming.

Adult Education

Child Development 325---(half-hour)-------Monday-Wednesday-Friday

Viewers at home may earn three college credits through their participation in this college teleclass. In all Iowa State College teleclasses to date, to earn credit viewers must pay the regular college credit fee, purchase the text book, come to the campus for a mid-term and a final examination, and submit the required written work. This course requires high school graduation and one course of psychology on the college level.

Under the Same Stars (15 min.)----------Tuesday-Thursday

Foreign visitors to Iowa and to the campus appear on this program series. Young and old, the foreign guests tell of their own country and of their impressions of America and Americans. It is not an interview. The visitors are introduced by a WOI-TV staff member, but the entire 15-min. is taken up by their own stories in their own words.

From the Mind of Man---(half-hour)---------- Monday

Great books discussed by those who know and understand them make up this weekly program series. A permanent moderator discusses works of the past and present with two guests, chosen from interested lay people and from the colleges and University of Iowa.

A Voice out of Time---(half-hour)----------Monday

Great speeches by great Americans form the basis for this program. Utilizing the activities of a "history professor" and his young grandson as a transition, the life and times of the period in history to be dramatized are bought to the screen in the form of interesting dialogue. An "old-time elocutionist" dramatizes the speech.

Of Men and Ideas---(half-hour)----------Sunday

These programs consisting of a six-program series by a well-known teacher as he develops his particular area of interest are kinescoped in the WOI-TV studios. Twelve of the country's top college and university teachers are scheduled in the series and each will make approximately six half-hour programs. The subject material and the educator himself provide the program interest.

Down to Earth---(half-hour)----------Tuesday

This program, designed primarily for farmers and those interested in farming, also includes features on gardening, landscaping, and other activities which can be utilized by the general public. The Agricultural Extension Service of Iowa State College provides the resource background for the program.

County Closeup---(half-hour)----------Wednesday

Featuring the activities of the county extension services, County Closeup highlights a specific county each week, outlinging some particular phase of extension work in that county. Guests from the county to be featured appear on the program, and many of them give actual demonstrations of various phases of their extension activities.

Farm Facts---(half-hour)----------Friday

Especially for the farmer, Farm Facts has also built a large urban following. Demonstrations of farm machinery, latest developments in experimental work, and seasonal farm activities featured.

Markets for Producer and Consumer----------Thursday

Charted market trends and the background of producer and consumer prices are outlined by veteran market editor Cap Bentley. Through his long experience with farm markets, the market editor has developed an extensive market charting system which is especially adaptable to television.

Your Home Hour---(half-hour)----------Tuesday-Thursday

Homemaking, family planning, and new developments in the field on home economics are demonstrated twice each week on this program. Actual lesson courses which continue over several lesson series was on "Sizing Up Your Windows" which had an audience of thousands, may of which formed voluntary "coffee groups" to watch the programs and hold discussions afterward.

Public Service

Guest of Honor---(15 min.)----------Wednesday-Friday

This program brings guests of interest into the living rooms of Iowans. Special campus and state visitors are interviewed. May represent charities and other public service organizations.

Meditations---(15 min.)----------Tuesday

Composed of choral music, scripture readings and a short talk by a guest minister from an Ames church, Meditations is produced by a colunteer staff of station personnel. The chorus in composed of station staff members who give their own time for rehearsals and on-the-air time.

Your Health---(half-hour, alt. weeks)----------Wednesday

Produced through the cooperation of the Iowa State Medical Society, Your Health features pertinent information of interest to viewers. Paced to be easily understood by the average viewer, the program takes up such common problems as skin care, surgery for the aged, nutrition, children's diseases, asthma, and similar afflictions. Some dramatic sequences are used. Qualified doctors from Iowa appear on the programs to provide the answers to medical questions.

Collector's Item---(half-hour)----------Thursday

A dramatic interpretation of the first 50 years of the Twentieth Century, this program incorporates films of architectural examples, mechanical and scientific developments, art and cultural materials of the period. The program demonstrates the refection of the life and times of a period in history as it is recorded in the arts of the specific period. Key events are featured, with their relationship to other trends.

Promised Land---(half-hour)----------day to be scheduled

Integrating films of land reform needs in many countries of the world with narrative describing land tenure problems, this program is documentary in its presentation. It requires an unusually large amount of research and organization.

Log Cabin Sketches---(half-hour)----------day to be scheduled

A half-hour presentation of American fold lore and American folk music, presented in a simple setting. The stories and the songs carry the show. Informal in its presentation, Log Cabin Sketches features a story-teller, "The Old Settler," and a ballad singer. Both are regular production staff members of WOI-TV.

Policy Interpretation

Televisits---(15 min.)----------Monday through Friday

WOI-TV believes that an effective way to strengthen "audience participation" in station activities, is to tell the viewers something of station policy and procedure. This daily program is a discussion of viewer reaction to station policies and programming, and serves as a clearing house for comments and suggestions made by the viewers.

This is Iowa State---(15 min.)----------Tuesday

College activities as they relate to the state are televised on this particular program. Students take an active part in the production of the program, in a number of instances to the extent of completely producing, dramatizing, and directing the show. It serves as an interpretation of college departments to the citizens of the state.

SUI Presents---(half-hour)----------Friday

The State University of Iowa, without its own television facilities, uses WOI-TV for a program of interpretation of State University activities. Special events, new university developments and university staff members and students are introduced to the public during the program.

TC on TV---(15 min.)----------Friday

Iowa State Teachers College also used the facilities of WOI-TV for the production of this weekly program highlighting the Teachers College departments and activities. Both staff members and students appears on the programs.

Focus on Sports---(half-hour)----------Thursday

The WOI sports director and the Publicity director for the Iowa State Athletic Department appear regularly on this program which brings to the television audience interviews with high school and college athletes and demonstrations of athletic techniques by those well-known in their respective fields. Recreational activities are developed in detail.

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